The video conference will be held Tuesday, February 18, 1997, from 1:00 pm to 2:30 pm (Eastern time), at the locations listed below. Most of the sites are United Artists Theaters. There is no charge to attend, but advance registration is requested because seating is limited. *The deadline for registering is Tuesday, February 11, 1997.* Persons will be registered in the order in which their call is received. Late registration will be accepted if space is available. To register, call the appropriate person with your name, organization, address, and telephone number.

Buffalo, NY
University Cinema
4100 Maple Rd., Amherst
Diana Monaco, or Beverly Kent
716-551-4461

Burlington, VT
Sheraton-Burlington
870 Williston Rd.
Paula Fairfield
617-551-4461

Charleston, SC
Aviation Ave. Cinemas
2390 W. Aviation Ave.,
N. Charleston
Sheila Bayne Lisby
404-347-4001

Charleston, WV
Kanawha Cinemas
601 57th Street
Ruth Weisheit
330-273-1038

Cincinnati, OH
Showcase Cincinnati
1701 Showcase Dr.
Marilyn Zipkes
513-684-3501, x110

Dallas/Ft. Worth, TX
United Artists Bedford 10
2000 Forum Pkwy., Bedford
Juan Tijerina
210-229-4531, x13

Denver, CO
Greenwood Plaza
8141 E Arapahoe Rd., Englewood
Virlie Walker
303-236-3018

Indianapolis, IN
United Artists Circle Ctr. Theatre
49 W. Maryland St.
Janet LeClair
317-226-6500, x13

Jackson, MS
Parkway Place 10
1075 Parkway Blvd., Flowood
Darlene Tollestrup
504-589-2420, x121

Kansas City, MO
Bannister Mall 5
5600 E. Bannister Rd.
Tywanna Paul
913-752-2141

Little Rock, AR
Park Plaza 7
6320 "C" Street
Gilbert Meza
602-379-4595, x225

Minneapolis, MN
Woodbury Theatre
1470 Queens Dr., Woodbury
Steve Davis
414-771-7167

New Orleans, LA
Kenner 8
1000 W. Esplanade Ave.,
Kenner
Darlene Tollestrup
504-589-2420

New York, NY
Criterion Center Theater
1514 Broadway
Herman Janiger
718-965-5300, x5754

Norfolk, VA
Movies at Kempsriver
1220 Fordham Rd., VA Beach
Leonard Genova
410-962-3731

Orlando, FL
Movies at Florida Mall
1001 Florida Mall Ln.
Lynne Isaacs
407-648-6922, x202

Philadelphia, PA
Riverview Plaza
1400 S. Delaware Ave.
Theresa Holmes
215-597-4390, x4202

Phoenix, AZ
United Artists Christown Mall
1546 W. Montebello
Gil Meza
913-752-2141, x225

Portland, OR
Westgate 5
5950 SW Cedar Hills Blvd.,
Beaverton
Allen Benett
503-671-9332

Raleigh, NC
Mission Valley Cinemas
2109 Advent Ferry Rd.
JoAnn Pittman
404-347-4001, x5340

St. Louis, MO
Westport Cinema
910 Westport Plaza
Mary-Margaret Richardson
314-645-1167, x123

Salt Lake City, UT
Broadway Center Cinema
111 E. Broadway
Virlie Walker
303-236-3018

San Diego, CA
United Artists Horton Plaza
475 Horton Plaza
Rosario Vior
714-798-7607

San Francisco, CA
United Artists Emery Bay 10
6330 Christie Ave., Emeryville
Janet McDonald
510-337-6845

San Juan, PR
United Artists Cinema 150
Laguna Garden Shopping Ctr.
Nilda Villegas
787-729-6852

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Source: https://www.industrydocuments.ucsf.edu/docs/yryn0000

In brief, you will comply with the provisions that will become effective in February 1997 if you:

- Do not sell cigarettes or smokeless tobacco to anyone under 18.

The New Federal Tobacco Rule:
Provisions Affecting Retailers and Their Employees

Starting February 28, 1997:

- Do not sell cigarettes or smokeless tobacco to anyone under 18.*
- Check photo ID for anyone under 27.

Starting August 28, 1997:

- Sell products only in a direct, face-to-face exchange. (No vending machines or self-service displays permitted except in places that never have anyone under 18 present.)
- Do not sell single cigarettes ("loosies") or packs with fewer than 20 cigarettes ("kiddie packs").
- Only accept coupons for redemption from adults at the store, not through the mail.
- Do not give out any free samples of cigarettes or smokeless tobacco.
- *Inside* your store: Have all tobacco ads and promotional material that have any pictures or colors removed. Use only ads or material with black text on a white background. (Exception: Inside places that never have anyone under 18 present, pictures or colors are permitted if the ads are not visible from the outside and cannot be removed.)
- *Outside* your store: Have all outdoor tobacco ads and promotional material (including on store windows) that are within 1,000 feet of a school or public playground removed. Beyond 1,000 feet, use only ads or material with black text on a white background.
- Do not give hats, t-shirts, or any other gift or item to anyone in exchange for a tobacco proof-of-purchase or as part of a sale of cigarettes or smokeless tobacco.

(*The minimum age may be higher in your state.)

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Source: https://www.industrydocuments.ucsf.edu/docs/yryn0000

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Source: https://www.industrydocuments.ucsf.edu/docs/yryn0000

410-962-3731

313-226-6158

206-486-8788

Boston, February 11
10:00 am-11:00 am
Boston Park Plaza Hotel
64 Arlington Street
Paula Fairfield
617-279-1675(x184)

Houston, February 20
10:30 - 11:30 am
Holiday Inn/Hobby Airport
9100 Gulf Freeway
Sheryl Lunnon Baylor
713-902-9095

Boulder, February 19
10:00 - 11:00 am
Natl. Inst. of Stds and Tech
325 Broadway
Virlie Walker
303-236-3018

Los Angeles, February 25
11:00 am - 12:00 pm
Omni Los Angeles Hotel
930 Wilshire Blvd.
Rosario Vior
714-798-7607

Am I responsible for my employees?

Yes. If one of your employees violates the rule, you risk civil money penalties or other sanctions. Therefore, it is important for you to tell your employees that, as of February 28, 1997, they must not sell cigarettes or smokeless tobacco to anyone under 18, and that they must check a photo ID for anyone under 27. You may also want to clarify for your employees the actions you may take in the event that he or she violates the rule.

How do I check proof of age?

The rule requires you to ensure that your customer is at least 18 by checking his or her ID for the customer's photo *and* date of birth. The regulation does not specify the type of ID that you may accept, but the most reliable forms of ID cards are:

- Drivers' licenses
- Military identification cards, if they have the customer's photo and date of birth
- Passports

Do I have to check everyone's ID?

Guessing someone's age by his or her looks can be difficult. To protect you and your customers — especially your underage customers—you must ask for ID from anyone you're not sure about. However, you do not need to ask for ID from every customer every time he or she wants to purchase a tobacco product if you have already verified by means of photo ID that the customer is at least 18. In other words, if you have a regular customer whom you know is 18 or over because he or she has presented a valid ID card in the past, you do not need to ask for proof of age every time the customer wants to buy a tobacco product.

What if I do not comply with the rule?

Throughout the year, unannounced compliance checks, typically involving adolescents under 18, will be conducted to ensure that the regulations are being observed. Retailers found selling to minors risk civil money penalties of $250 or more and could be subject to other sanctions. Retailers reported to have sold cigarettes or smokeless tobacco to someone under 27 without checking their photo ID risk compliance checks being conducted in the future.

Can I get more information?

Yes. You can get the following information by accessing the Internet, or by writing or calling FDA:

- *"Children and Tobacco: A Retailer's Guide to the New Federal Regulations"* is a brochure that provides a quick reference to the provisions that affect retailers.
- *The New Federal Tobacco Rule*

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FROM R.J.REYNOLDS 5166891264 02-05-97 05:29PM P10 19894179876 #5 P.8/8

Source: https://www.industrydocuments.ucsf.edu/docs/yryn0000

Did you know that new Federal rules on cigarettes and smokeless tobacco go into effect February 28?

What's In Store?

The New FDA Rules on Tobacco... A national town meeting

Important! The Food and Drug Administration invites retailers, parents, health professionals, community groups, State and local officials, and all others to a national town meeting to learn first-hand about FDA's new tobacco regulations to protect children and adolescents. The meeting will be broadcast live to 25 cities across the country via satellite from the nation's capital.

Highlights of the February 18 national town meeting:

- Watch Vice President Gore deliver a video message on this important issue.
- Find out what every retailer should know to comply with these rules.
- See how minors attempt to purchase tobacco and ways to prevent illegal sales.
- Learn how FDA, in cooperation with State and local officials, will enforce the new rule.
- Have the opportunity to speak directly to the government officials who developed this rule.
- Discuss how parents, community groups and retailers can work together to prevent sales to children and adolescents.

Attend the national video conference at one of these 25 locations. Attendance is free, but call today to reserve space for February 18, 1-2:30 p.m. (Eastern time)!

Arizona (Phoenix, 602-379-4595, x225)
Arkansas (Little Rock, 602-379-4595, x225)
California (San Diego, 714-798-7607 and San Francisco, 510-337-6845)
Colorado (Denver, 303-236-3018)
Florida (Orlando, 407-648-6922, x202)
Indiana (Indianapolis, 317-226-6500, x13)
Kansas (Kansas City, 913-752-2141)
Louisiana (New Orleans, 504-589-2420)
Minnesota (Minneapolis, 414-771-7167)
Mississippi (Jackson, 504-589-2420, x121)
Missouri (St. Louis, 314-645-1167, x123)
New York (Buffalo, 716-551-4461 and N.Y.City, 718-965-5300, x5754)
N. Carolina (Raleigh, 404-347-4001, x5340)
Ohio (Cincinnati, 513-684-3501, x110)
Oregon (Portland, 503-671-9332)
Pennsylvania (Philadelphia, 215-597-4390, x4202)
Puerto Rico (San Juan, 787-729-6842)
South Carolina (Charleston, 404-347-4001)
Texas (Dallas/Ft.Worth, 210-229-4531)
Utah (Salt Lake City, 303-236-3018)
Vermont (Burlington, 617-279-1675)
Virginia (Norfolk, 410-962-3731)
W.Virginia (Charleston, 304-372-1010)

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FROM R.JREYNOLDS 5166891264 02-05-97 05:30PM 10 19084179076 #5 P.7/8

Source: https://www.industrydocuments.ucsf.edu/docs/yryn0000

FDA's Internet address:	http://www.fda.gov
FDA's mailing address:	Office of Policy (HF-23) Food and Drug Administration 5600 Fishers Lane Rockville, MD 20857
FDA's hotline:	1-888-FDA-4KIDS

FDA BACKGROUNDER

CURRENT & USEFUL INFORMATION FROM THE FOOD & DRUG ADMINISTRATION

The New Federal Tobacco Rule: A Retailer's Guide to the Age and ID Requirements

The Rule

In the Federal Register of August 28, 1996, the Food and Drug Administration (FDA) published a final rule to restrict the sale and distribution of cigarettes and smokeless tobacco to protect children and adolescents. The rule is intended to decrease the number of children and adolescents who use cigarettes and smokeless tobacco and, by doing so, to reduce the death and disease caused by tobacco products. As a retailer, the final rule creates legally binding requirements or obligations on you.

As of **February 28, 1997**, Federal law prohibits retailers from selling cigarettes, cigarette tobacco, or smokeless tobacco to anyone under the age of 18. (The age may be higher in your state.) Additionally, retailers must request to see a customer's photo ID bearing the customer's date of birth before selling cigarettes, cigarette tobacco, or smokeless tobacco to anyone who has not yet reached his or her 27th birthday.

WHAT and WHO is Covered by the Rule?

WHAT— the rule covers three kinds of products that contain nicotine:

- Cigarettes
- Cigarette tobacco
- Smokeless tobacco (Smokeless tobacco includes loose leaf chewing tobacco, plug chewing tobacco, twist chewing tobacco, moist snuff, and dry snuff.)

The rule does NOT cover cigars, little cigars, or pipe tobacco.

WHO— the rule covers three classes of people or businesses who make, distribute or sell cigarettes, cigarette tobacco, or smokeless tobacco:

- Manufacturers
- Distributors
- Retailers

Am I a Retailer?

You are a retailer if you sell cigarettes or smokeless tobacco to individuals for their personal consumption. For example, retailers include, but are not limited to, grocery stores, pharmacies, convenience stores, gas stations, bars, restaurants, and other businesses that sell cigarettes or smokeless tobacco. You are also a retailer if you own or have a vending machine in your store.

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FROM RJREYNOLDS 5166891264 02-05-97 05:31PM 10 19084179076 #5 P.8/8

Source: https://www.industrydocuments.ucsf.edu/docs/yryn0000

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